

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

MATERIAL CONCEPTS, INC.

Delaware Valley Industrial Resource Center

Material Concepts Improves Website with Help from DVIRC

Client Profile:

Material Concepts, Inc. is a paper converter and supplier of Tyvek®, CAD/CAM supplies, template paper, packaging/shipping materials and many more products. The company serves customers in various industries, including sewn products, rug merchants, and many manufacturers. Material Concepts offers in-house paper converting and private labeling for many products. The company employs 105 people at its facility in Camden, Delaware.

Situation:

Material Concepts recognized that their customers were increasingly using search engines and the Web to find and purchase products. Doug Kohn, Vice-President of Marketing for Material Concepts, had worked with the Delaware Valley Industrial Resource Center (DVIRC), a NIST MEP network affiliate, to create and launch a new website previously, creating a modern, professional-looking site that presents their broad range of products and services effectively and clearly. Once again Kohn contacted DVIRC to do continuous improvement of the website and all online marketing efforts.

Solution:

DVIRC utilized its results-driven web optimization process to develop an information-rich website that is built to attract search traffic while being easy to use. Material Concepts augments natural search engine optimization efforts with search engine advertising to maximize impact. Following the new website launch, Material Concepts and DVIRC worked together to improve the website. On a quarterly basis, the website's contents are updated and new products are included. The search engine advertising campaigns are constantly analyzed and improved. Other online marketing techniques are utilized, also. Metrics on web traffic, keywords and conversions are analyzed and used to improve the performance of all web marketing efforts. The website is currently ranked in the top 10 on Google for about 75 search phrases used by customers and prospects seeking Material Concepts' products. The site is also well-ranked on other major search engines.

Results:

- * Increased web sales by 16 percent.
- * Increased web traffic by 400 percent.

Testimonial:

"We are in growth mode, and the volume of inquiries and new sales generated from our website has given us the ability to pick the opportunities we want. In other words, we actually have to turn away business we used to try to capture in order to go after opportunities that are more substantial. We simply are being found for the products we sell via the web - and this was not happening before we made a commitment to ongoing web optimization."

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Doug Kohn, VP of Marketing